

LEO BURNETT, U.S.A.

A DIVISION OF LEO BURNETT CONSUMERS, INC.

Ad No. 5-0005 - Pack Master - Reg. No. 97101 - B&W Photo - 6.5 x 11 - Trade Print - 70 - 40

Printed in U.S.A.

THE PACK MASTER[®] MERCHANDISER
**...improved cigarette profits an
extra \$428 per store.**

In a carefully controlled, 106-store test, a leading Convenience Store chain found that 53 stores with the Pack Master Merchandiser had \$86,973 more in cigarette sales per year than 53 stores without Pack Master.

Pack Master increased this chain's cigarette sales over 4%!

Cigarette profits were \$22,684 more annually.

Talk to your Philip Morris representative soon.

Find out what Pack Master can do for your cigarette sales and profits.

Pack Master - a major improvement in single-pack merchandising.

Another Profit Making Idea From Philip Morris USA

For detailed information on this study, contact the National Accounts Department of Philip Morris, 300 Park Avenue, New York, New York 10017.



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